DOCUMENT RESUME

ED 236 689 CS 207 968

TITLE Minorities in Newsrooms: The Continuing Challenge. The Report of the ASNE Committee on Minorities.
INSTITUTION American Society of Newspaper Editors, Washington, DC.
PUB DATE 83
NOTE 32p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Affirmative Action; College Programs; *Editing; Education Work Relationship; *Employment Practices; Higher Education; Journalism; *Journalism Education; *Minority Groups; *Newspapers; Professional Associations; Racial Integration

ABSTRACT

Beginning with a modest recommendation for the employment of a full-time member of the American Society of Newspaper Editors (ASNE) to work toward the Society's goal of truly integrated newsrooms by the year 2000, this report contains a number of items. Among them are (1) background information on minority representation in journalism; (2) a 1983 update on employment practices among newspapers; (3) a comment on the journalism school talent pool; (4) a discussion of problems involved in extending talent searches to schools with substantial minority enrollment; (5) a report on innovative efforts to increase minority input into the news media; (6) a statement on the commitment of ASNE to address minority needs; (7) a report by the Minority Committee of the ASNE's subcommittee on Hispanics; (8) a report on minority employment in daily newspapers; (9) a list of newspapers, journalists, and schools who volunteered in the 1982-83 ASNE Minority Professional-In-Residence Program; and (10) a list of newspapers that have volunteers in the 1983 ASNE Mini-Sabbatical for Minority Journalism Faculty Members Program. (HOD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

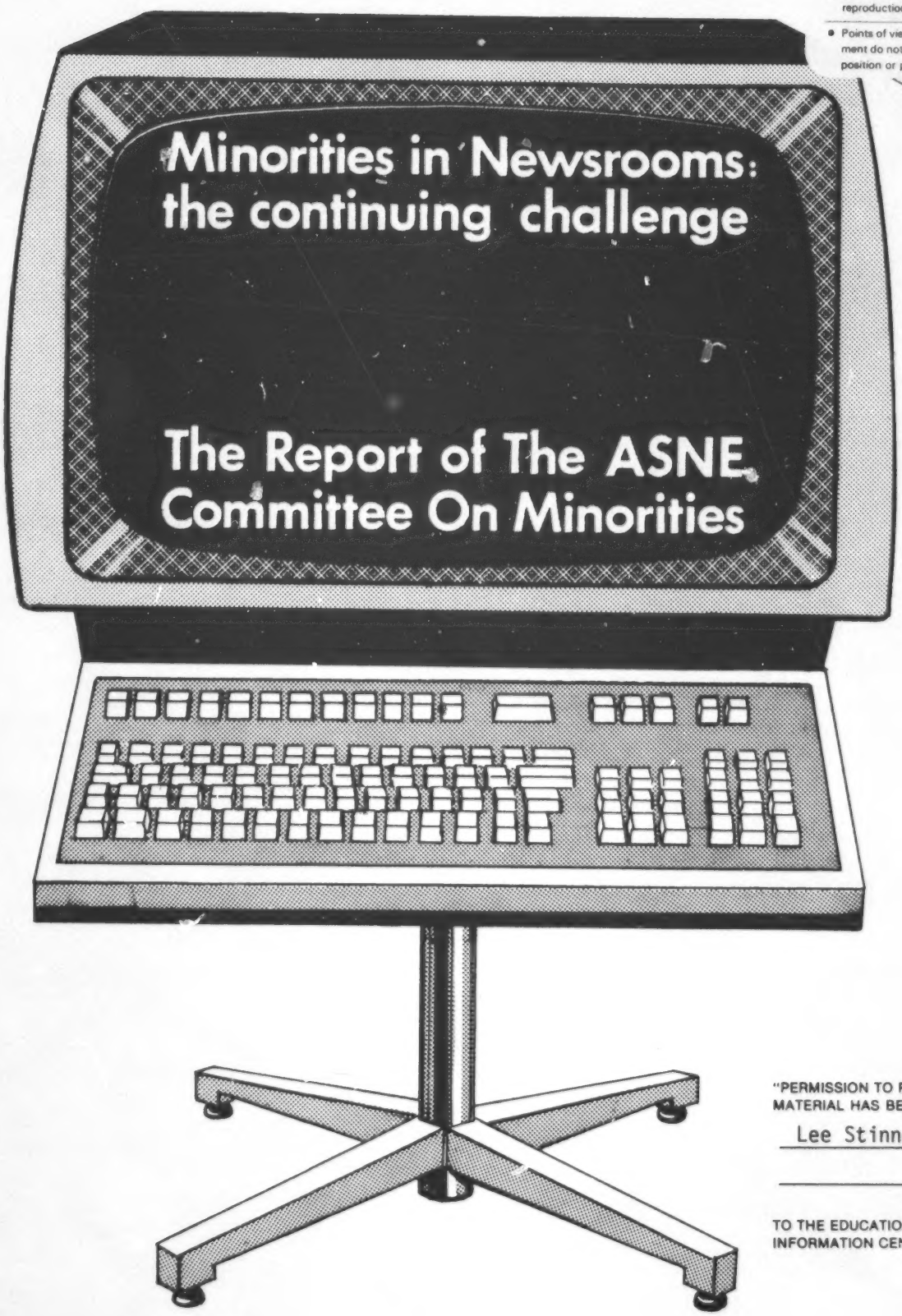
U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

ED236689



"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Lee Stinnett

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

CS 207968

A MODEST RECOMMENDATION

The Minorities Committee of the American Society of Newspaper Editors recommends the employment of a full-time, salaried ASNE staff member whose sole duty will be to work toward achieving the Society's goal of truly integrated newsrooms by the year 2000.

BACKGROUND

In February, 1968 the Presidential Commission on Civil Disorders, the so-called Kerner Commission, issued its report after a seven-month study and warned that the nation was moving toward two separate societies--one black and the other white. With regard to the news media, the Commission found:

> "The journalistic profession has been shockingly backward in seeking out, hiring, training and promoting Negroes..."

Almost a decade later, the ASNE officially accepted that indictment as a challenge. In 1977 the Society's president, Eugene Patterson, of the St. Petersburg (Florida) Times, appointed the first ASNE Minorities Committee. Ironically, the committee's membership included two minorities--one black the other Hispanic--neither of whom was listed as a member of the ASNE.

The following year the Committee's first chairman, Richard Smyser, of the Oak Ridge (Tennessee) Oak Ridger, recommended:

> "That the society set a goal of minority employment by the year 2000 equivalent to the percentage of minority persons within the national population."

The ASNE board of directors unanimously adopted the proposal in a resolution that added this line:

> "Indeed, it will be the objective of ASNE to achieve this goal earlier than the year 2000."

That year the Society initiated an annual census survey to measure progress toward achieving the goal of integrated newsrooms. Jay Harris, then assistant dean of the Medill School of Journalism at Northwestern University and now Washington correspondent for Gannett News Service, has conducted those surveys over the ensuing years. During a five year period, the surveys indicated an increase of approximately 1.5 percent in employment--from about four percent in 1978 to 5.5 percent last year. The 1978 survey reported:

> "The rate of progress is slowing. The percentage increased by two tenths of one percent last year--the smallest increase since the study began."

Last year the Minorities Committee chaired by Al Fitzpatrick, of the Akron (Ohio) Beacon Journal, conducted a year-long evaluation of the industry's performance in the area of minority relationships. It held a series of seminars and symposia across the country giving attention to employment, education and coverage of minorities. It co-sponsored the first national conference on Hispanics and daily newspapers. In addition to the annual survey, the committee evaluated a confidential ASNE BULLETIN study in which 350 editors express personal views about minorities in journalism. The Fitzpatrick Committee's report one year ago concluded:

> "The odds of achieving a truly integrated American newspaper industry by the year 2000 ranges somewhere between slim and none."

THE 1983 UPDATE

This year's census survey, again based upon data furnished by 858 newspapers, indicates that progress in the employment of minorities came to a virtual halt during the last year.

> The number of minorities in newsrooms increased this year by only one tenth of one percent. This is the lowest rate of increase since the survey began in 1978. Minority employment was static at 5.6 percent.

The survey reports that about 60 percent of the daily papers still have not hired a single minority; 97 percent of all news executives are white; 96 percent of all copy editors are white; 94 percent of all reporters are white and 92 percent of all photographers are white. The complete survey can be found elsewhere in this folder. There can be no doubt that the economic recession impacted negatively on the hiring of minorities. Job Net and the summer programs associated with it under the sponsorship of the Institute for Journalism Education in Berkeley, California--which have had the greatest success in providing minority journalism careers--reported a significant drop in placements during 1982. The programs which had been filling a job a week before 1982 were able to place only about one minority a month in a newspaper position during last year. During the first quarter of this year, however, the number has again increased to about one placement a week. Despite that drop-off, however, the Institute's programs still managed to fill approximately 25 percent of all the minority employment recorded in the ASNE survey.

There is nothing in any of the available data to change the grim forecast by the Fitzpatrick Committee last year.

Despite those distressing numbers, the Committee noted tangible signs of a heightened sense of awareness, sensitivity and responsiveness among ASNE members who demonstrated broader interest in participating in two of the Society's minority-oriented programs.

There was, in the first instance, a significant increase in the number of newspapers volunteering to participate in the Mini-Sabbatical Program for Minority Journalism Faculty Members. That program, now in its fourth year, began in 1980 with only five newspapers participating. The following year the number decreased to four. Last year there were eleven participants.

> This year, in direct response to a letter appeal from this Committee, 37 newspapers responded positively, and an estimated 20 faculty members will attend.

While that number is a fraction of the Society's total membership, it represents a significant increase since the initiation of the program.

In its first two years this program was financed through Gannett Foundation grants. Last year, because of the increase in the number of minority faculty members applying, it was necessary for some of the newspapers to pay the stipend for the visiting professors. That, of course, is the case again this year.

The number of papers volunteering participation this year more than doubled the number of faculty applicants.

There was a similar positive reaction by papers to the Minority Professional-In-Residence Program.

Three years ago when the program was launched 11 newspapers volunteered for the program and 14 minority journalists from those papers made campus visits.

Last year 12 news agencies sponsored 14 professionals who made similar visits.

This year 25 papers sponsored 45 minority professional journalists who visited campuses. As in the Mini-Sabbatical Program, there were more newspapers than requests from campuses.

A more detailed explanation and history of these programs, and an outline of the newest ASNE minority-oriented program, known as Focus, will be found in a subsequent segment of this report.

All three programs are administered by the Consortium for the Advancement of Minorities in Journalism Education.

THE JOURNALISM SCHOOL TALENT POOL

The work and report of the 1982 Fitzpatrick Committee stands as the seminal warning that the industry simply cannot proceed at its present pace of involvement and achieve its year 2000 goal.

But that report's value rests as much in its identification of a major problem that bars progress as in the alarm it sounded.

It pointed to the inadequacy of accredited schools of journalism as providers of large pools of minority talent for newspapers.

From the time ASNE resolved to integrate newsrooms many editors led themselves to believe they would find an ample source of talented minority job applicants in journalism schools. That confidence was strengthened when, in 1978, the Association for Education in Journalism resolved to:

> "Cooperate in working to achieve the general goal of the American Society of Newspaper Editors to achieve, before the year 2000, minority employment at all levels of newspapers at least equal to the proportion of minorities in the population."

But the pool of potential talent is not in those journalism schools. Shortly before the Fitzpatrick Committee reported to the Society, a study by Professor Paul V. Peterson, of the Ohio State University Journalism faculty, disclosed that communications school enrollment was hovering at about 7 percent, had not increased during the previous academic year--and, indeed, might have decreased slightly.

On this point the Fitzpatrick Committee report said:

> "There clearly aren't enough young minorities prepared for and interested in newspaper careers graduating from Journalism programs in the nation's colleges and universities."

Professor Peterson followed up his survey in the current academic year and has reported no movement of enlargement of minority enrollment. He said:

> "There has been no real increase. Enrollment remains this year at about 7 percent. If newspapers are relying on the journalism schools to provide the minorities, I fear that it won't be possible to reach the goal of integrated newsrooms by 2000."

But the industry is in no position to point a finger of blame at journalism schools. After all, students choose majors with careers in mind. The failure of the journalism schools reflects a Catch 22 situation. They won't attract many more minority journalism students until more jobs are opened up by the industry while the industry continues to expect the schools to develop minority talent to compete for the jobs.

So long as America's newspapers fail to aggressively move toward providing more job opportunities there will be no real incentive for minority students to enter accredited communications programs in larger numbers. All of the above leads the committee to this telling point: If the industry is to make progress, it will have to look elsewhere.

THE TALENT SEARCH

In seeking other sources of potential talent the industry must look to the place where there is obviously the largest concentration of minority students--schools with substantial minority enrollment. These include traditional black colleges and universities and the institutions which because of their geographic location attract large numbers of Hispanics.

It would be a mistake to expect these schools to offer editors a quick fix. There are these problems:

--The newspaper industry has developed few direct lines of communication into these schools.

--Students in these schools who are interested in journalism, most often choose television careers. This is true, in the main, because television offers many visible role models; newspapers offer comparatively few.

--Many faculty members, themselves denied employment access to newsrooms, lack practical journalistic experience. Much of what they know has come from text books. As a result many feel that the industry has limited their ability to develop their teaching skills and has thereby restricted their ability to advise their students on career choices. Under the circumstances such teachers can hardly be expected to become enthusiastic recruiters for newspapers.

--Finally, many of the best young students in these schools aware of the industry's poor performance record pursue other majors and move toward careers in other fields.

The ASNE Minority Committee has made modest efforts over the years to address some of these problems. Those efforts were continued this year...in an attempt to open lines of communication with minority faculty members. The committee invited faculty members attending the Howard University Annual Communications Conference to meet in Washington for a general discussion of common problems.

Thirty-seven educators attended February 19. They urged more frequent and continuing contacts by the industry.

An ASNE Subcommittee chaired by Heath Meriwether, of the Miami (Florida) Herald and Gerald Garcia, of the Tucson (Arizona) Citizen, opened other discussions with Hispanic representation.

Their report will be found elsewhere in this folder.

--In an effort to provide role models, the minority committee created three years ago The Minority Professional-In-Residence Program which encouraged newspapers employing minority journalists to send these professionals to speak on campuses, to advise college newspaper staffs, and to talk individually and in groups to students

about minority opportunities in the newspaper business. The program calls for papers to finance transportation, while the colleges take care of housing of the professionals during two or three day visits. A list of papers participating over the years can be found elsewhere in this folder.

--In an effort to assist minority faculty members the committee initiated four years ago the Mini-Sabbatical Program for Minority Journalism Faculty Members designed to give newsroom experience during the summer months to minority faculty members. Funding for this program during the first two years was covered by a Gannett Foundation grant which has been renewed and increased. However, in light of the increase in the size of the program, the cost now averages about $2,000 per paper. A list of papers participating over the years can be found elsewhere in this report.

--In an effort to attract more of the brightest students in schools with large minority enrollments the committee this year initiated a new program called Project Focus: Newspaper Opportunities for Minority Students. It is targeted toward freshman and sophomore students with good grade averages and seeks to encourage them to make newspapering their careers. The new program was enthusiastically endorsed by minority faculty members attending the February 19 meeting in Washington.

These educators express the view that while many minority students in high school are invited to participate in journalism workshops, such as the programs sponsored by The Dow Jones Newspaper Fund and the Greensboro (North Carolina) Daily News and The Greensboro Record, many of them lose interest in newspaper work after they enter college. There are no special industry incentives to maintain what may have been a high original interest, while some who come from these high school workshops seek positions on college newspaper staffs and others actually take journalism courses, too many are drawn away to other courses and careers.

Those who continue to show an interest in journalism sometimes are offered internships as seniors and occasionally as juniors, but many of the brightest students by that time have lost touch and interest in journalism.

The Focus Program seeks to identify and screen freshmen and sophomores and expose them to newsroom experience during summer months. The paper is expected to provide them with daily work schedules, perhaps as newsroom aides, and give them a chance to monitor the work of reporters, photographers and editors and to test their potential skills by whatever methods individual editors decide. The students are very young. The program is not an internship. It requires that the newspaper pay the students at the minimum wage rate. At the end of the student's period at the paper, the committee will inquire as to whether the editor would recommend the student to receive a journalism scholarship for several hundred dollars. Because they are paid the minimum wage, it is necessary for them to live at home or in a city where they have free housing. The committee is currently in the process of seeking to place students with newspapers.

It should be understood that the Mini-Sabbatical Program for faculty members and the Focus Program for young students were created primarily for their benefit and secondarily for the benefit of the participating newspapers. Each program requires a minimal financial investment by participating newspapers. Neither assures a return on the investment. It is inevitable that some newspapers and some

professors and students will have unfulfilling experiences. The record to date has resulted in the Mini-Sabbatical Program drawing generally outstanding reports from faculty members and mixed reviews from editors. Both, like the Professional-In-Residence Program, are offered in an effort to substantially broaden the links between the industry and large numbers of minority students.

INNOVATIONS

During the year there have been several individual examples of innovative and creative efforts by newspaper agencies that should be noted.

Eugene Roberts of the Philadelphia Inquirer assigned Acel Moore, an editorial writer, to conduct an evaluation of the Inquirer's relationship and coverage of various ethnic communities. The idea was to test community responses and to analyze the sensitivity of key staff members to the communities involved. While thi was an internal effort it could serve as a model for other papers.

Dave Laventhol of Newsday invited the Media and Society Seminars of Columbia University to come to Long Island where the newspaper sponsored an in-depth seminar on issues relating to the black community. The sessions were described by Richard Clurman, chairman of the seminar, as highly productive. If such sessions could be committed to videotapes, those tapes could serve many newspapers with the insights gained by those invited to the Newsday sponsored programs.

Irby Simpkins, publisher and editor of The Nashville (Tennessee) Banner, is employing two minority faculty members (who are participating in the Mini-Sabbatical Program) during the summer months and they will supervise a network of ten minority students who will reach into the black community and provide both news coverage for the readers and a higher level of staff perception of minority issues.

Christy Bulkeley, publisher of the Danville (Illinois) Commercial-News, also launched a summer minority journalism program involving a dozen black youngsters who produced a weekly tabloid called Black Awareness. Both of these programs could be beneficially replicated by other papers.

The new management of United Press International has set a two year goal to double minority employment.

Even though recession caused cutbacks and hiring freezes on many newspapers there were still some who continued aggressive recruiting efforts to identify minority talent. These include: The Boston Globe, Capital Cities Newspapers, The Cleveland Plain Dealer, Gannett Company, Knight-Ridder Newspapers, Inc., The Louisville Courier-Journal, Newsday, The St. Louis Globe-Democrat, The St. Petersburg Times and The Washington Post.

THE ASNE COMMITMENT

The committee has been frustrated during the year by its inability to effectively start momentum.

Its own programs appear to be growing and are difficult to administer under present conditions. Various support groups exist to help ASNE, but the society badly needs to become more directly and intimately involved in the business of achieving its year 2000 goal. It simply does not have enough staff to play an effective or forceful role in helping to bring about progress.

The commitment of a full-time staff person to work year around on minority problems would represent tangible evidence the society is serious in its resolve to integrate newsrooms.

Such a staff member could work effectively to help the Consortium implement the existing minorities projects--the Professional-In-Residence, the Mini-Sabbatical and the Focus Program.

Such a staff member also could help coordinate the annual survey.

The staff person also could coordinate ASNE activities with other industry efforts at minority employment.

Member newspapers could legitimately expect such a staff member to maintain files of available minority job candidates.

Other duties would include the tracking of groups of minority students from high school through college and identifying those with promise for newspapers; developing visual aids and publications in order to enhance minority career opportunities; and establishing ongoing lines of communication with minority educators. Such a staff person should also collect and disseminate research data available from a variety of sources to other industry organizations interested in effecting progress. This, of course, would include the American Newspaper Publishers Association as ANPA becomes more involved.

The committee overwhelmingly endorses the employment of such a staff member and urges the board of the society to address the suggestion at its next meeting.

It is clear to the committee that the present dedicated staff is so strapped for time that it is impractical to expect that they can set aside all other duties in order to fully address minority related needs.

John Seigenthaler

John Seigenthaler

ACKNOWLEDGEMENTS

The Committee is indebted to the Consortium for the Advancement of Minorities in Journalism for its constant help throughout the year. In fact, there were times when the Consortium, Christine Harris, its Director and Iris Crossley, a member of its staff, actually served as the action arm of the Committee. It is fair to say that the Mini-Sabbatical and Professionals-in-Residence programs could not have been carried on and the FOCUS project could not have been initiated had it not been for their work.

The Committee also appreciates the advice and cooperation of Gerald Sass, Vice President of Grant Administration of the Gannett Foundation. The Foundation, which committed $700,000 to Minorities in Journalism projects during the year, was generous in providing funds to make the Committee's work possible.

The Committee is particularly appreciative to two of its members, Heath Merriwether, of the Miami Herald and Gerald Garcia of the Tucson Citizen for working hard to develop a sub-committee effort to encourage an interest in the role of Hispanics in journalism.

In the preparation of this report, the Committee was aided by data supplied by Nancy Hicks of the Institute for Journalism Education in Berkeley, California, and Greg Lewis, director of the Institute's Jobnet. Had it not been for their program this year, the record of the industry in the area of minority hiring would have been regressive.

The on-going interest of Tom Engelman, Executive Director of the Dow-Jones Newspaper Fund, added to the committee's insights as the year progressed.

Finally, but most importantly, the Committee thanks Jay Harris for his diligence and professionalism in once again providing the census survey on employment which remains the principal progress report of the industry as ASNE pursues its Year 2000 goal.

Chairman: John Seigenthaler, The Tennessean, Nashville
Vice Chairman: William Hilliard, Oregonian-Journal, Portland
Vice Chairman: Heath J. Merriwether, The Miami Herald
Albert Fitzpatrick, Akron Beacon Journal
Gerald Garcia, Tucson Citizen
Robert H. Giles, Rochester (N.Y.) Democrat & Chronicle and Times-Union
Randall Hatch, Ogden (Utah) Standard-Examiner
W. Thomas Johnson, Los Angeles Times
William J. Keating, The Cincinnati Enquirer
Charles S. Rowe, Fredericksburg (Va.) Free Lance-Star
Richard D. Smyser, The Oak Ridger, Oak Ridge, Tenn.
Billy Watson, Macon (Ga.) Telegraph and News

Report of the Subcommittee on Hispanics
Of The Minority Committee
Of The American Society of Newspaper Editors

HISPANICS IN OUR NEWSROOMS

Last December in San Diego, a group of Hispanic journalists met for the first time as a national organization to discuss common problems. What came out of that conference is important not only for the ideas expressed, but also because it represented the thinking of Hispanic journalists--and not the product of any publishers' or editors' group.

That's why the issues raised at San Diego are important as the Minorities Committee for ASNE turns even more attention in 1983-84 to the challenge of attracting Hispanics to our newsrooms.

The issues in San Diego included:

- Lack of representation in America's newsrooms. The 1982 ASNE survey by Jay Harris showed that only 1.3 per cent of the reporters and editors working on the nation's general circulation dailies are Hispanics (650 Hispanics out of 50,000 newsroom professionals).

- The lack of Hispanics in newsroom decision-making positions. Of the Hispanics in newsrooms, only 7 per cent are news executives.

- Under representation in journalism schools.

- The need for Hispanics to progress past the "Latino slot" -- the person assigned to cover Latino communities -- and into the mainstream of the newsroom; and how Hispanics, like their black counterparts, must be overqualified to be promoted to a job, rather than on their potential.

- How the richness of America's pluralistic society, and the need to understand it, is lost to readers of a newspaper with only "white eyes and white ears."

- How the Hispanic market, with an estimated $70 billion in spending power, is too big and growing too fast for newspapers to continue ignoring it. In the U.S., the Hispanic population grew at a rate of 6.5 times that of the general population in the 1970s, and will, if sustained, account for more than 40 million people by the year 2000. Bluntly summarized, more Hispanic journalists increase Hispanic readership and increase potential profits.

- How a press devoid of Hispanics continues to foster stereotypes and misinformation about Hispanics and their cultures.

- How there is an increasing need in so many urban areas to have bicultural, bilingual reporters. Beyond our local neighborhoods, the increased interest in Latin American news, particularly the turmoil in Central America, makes it imperative that newspapers send reporters who have command of the language and an understanding and background in the cultures of those countries.

• How it is crucial to develop and attract minorities who have potential to be journalists at the high school levels, and perhaps even earlier, with programs that would expose them to journalism and convince them that it is a viable opportunity for them.

After the San Diego conference, ASNE's Hispanic subcommittee followed up several of these themes with leaders of that conference. From that we developed a list of more than 25 colleges and universities with large Hispanic enrollments. Minorities chairman John Siegenthaler then placed ASNE's Project Focus ad in these colleges' newspapers in order to attract Hispanic freshmen and sophomores to the program that he announced in February 1983.

Additionally, we made strong contacts with a small group of Hispanic journalists and academics who have taken the lead in pushing both for a national Hispanic journalists' association, and the need for the newspaper industry to meet its responsibilities for coverage of Hispanic neighborhoods. We've asked several of these leaders to help us develop an action plan for 1983-84 to attract more Hispanic journalists into our profession. The Minorities Committee is hosting a dinner/discussion at the Denver convention with these leaders to discuss and develop these action plans.

As we look to 1983-84, here are some of the ideas/directions we are considering in the area of Hispanic journalists:

1) Get them young. One of the most common themes expressed was the need for high school programs for minorities, especially Hispanics. As Frank Newton, the executive director of the California Chicano News Media Association, expressed it, "'Is journalism an esoteric, non-lucrative field?' As far as most Hispanic youngsters are concerned, the answer is 'yes' because that is what they hear in [high] school. High school teachers and counselors, especially in minority schools, are much more likely to direct students into trades and other standard job choices than they are to encourage them to become writers or newspaper journalists, or TV reporters or radio announcers."

We'd like to encourage more high school programs for minorities, with more attention paid to attracting Hispanics, such as the Urban Journalism Workshops funded by the Newspaper Fund and minority high school programs run by newspapers such as The Tucson Citizen. Additionally, as Frank Newton notes, the community colleges are a great source for minority journalists, particularly Hispanics, as many of the less affluent minorities begin their college educations at these schools.

The importance of getting minorities attracted to the profession early is clearly the motivation behind ASNE's own Project Focus to attract freshmen and sophomores. We need to encourage more newspapers to join this program as well as to develop their own programs.

2) Train them early and well. A constant theme is the importance of intensified training for minority journalists available through the Institute for Journalism Education at the University of California/Berkley and the Editing Program for Minority Journalists at the University of Arizona. Newspapers should support and encourage participation in these programs, as well as develop their own.

3) Support the creation of a national Hispanic journalists group. This stresses the importance of Hispanics in journalism and provides a central clearing house for recruiting of Hispanics. The Gannett Foundation already has made substantial grants to the California Chicano News Media Association (CCNMA), and its executive director, Newton is leading an effort to form a national Hispanic journalists group. The group probably will meet in Washington, D.C., early next year.

This national Hispanic journalists group can create both pride and identity for Hispanic journalists as well as attracting young would-be Hispanic journalists.

At a minimum, editors around the country should be encouraged to attend this group's meetings, not only to be sensitized to the issues, but also to find bright Hispanic journalists for their newsrooms. Last February, CCNMA held a job fair at the University of Southern California for more than 200 college journalism students, most of them Hispanic.

4) ASNE staff attention. ASNE should devote staff to helping coordinate efforts to get more Hispanics and other minorities into our newspapers. Without such coordination, our goal for the year 2000 may never be realized. We should consider taking an inventory of members' policies in hiring minorities and creating a master list of recruiting opportunities for editors to interview/hire Hispanics and blacks.

5) Emphasize coverage of Hispanic communities and issues. Make it part of a newspaper's responsibility to help bring its over-all communities together. As former ASNE president Tom Winship noted in his president's address in 1981: "Newspapers are -- or at least should be -- the glue which makes a community out of a group of individuals who live in the same area. But, once again, because of the absence of an integrated staff and the resulting inadequate reporting, this community service is not performed well."

Additionally, we should encourage Spanish-instruction programs in our newsrooms, particularly in areas with large Spanish-speaking populations. Such programs signal management's commitment to cover its Hispanic communities.

This is only part of what we hope to be an ambitious agenda for the Minorities Committee/Hispanics in 1983-84. But it is a crucial one in further integrating our newsrooms in the decade of the 1980s.

Gerald Garcia

Heath J Meriwether

MINORITY EMPLOYMENT IN DAILY NEWSPAPERS: 1983

Progress in the American newspaper industry's five-year effort to increase the number of minority journalists it employs ground to a near halt during the past year.

The percentage minorities are in the professional newsroom workforce of daily newspapers rose by less than a tenth of a percent last year, according to the annual survey of minority employment conducted for the American Society of Newspaper Editors (ASNE). With the exception of a very slight increase in the total number of minorities there was almost no change in 1983 as compared to 1982.

The continued erosion in the effort to desegregate America's newspaper newsrooms confirms a trend identified in last year's ASNE study which reported:

"The rate of progress in integrating newspaper staffs has declined consistently and increasingly during each of the last five years -- the very years in which the most sustained and broad-based push was being made."

Responses from the 858 general circulation daily newspapers -- 50 percent of the nation's total -- which participated in this employment study indicate that:[1]

-- Sixty percent of the nation's daily newspapers employ no minority journalists. That figure is unchanged from last year.

-- The total number of minority journalists in daily newspapers increased by 100 to 2,800 last year. According to projections based on survey returns, the total number of persons currently employed in newspaper newsrooms is about 50,000. The positions covered by the study are reporters, copy editors, photographers and artists and news executives.

-- Minorities are 5.6 percent of all newspaper journalists. Last year they were 5.5 percent of the newsroom workforce.

-- The rate of increase in the number of minority journalists continued its downward trend for the fifth consecutive year. Between 1978 and 1979 there was a .5 percent increase in the percentage of minorities in the newspaper newsroom workforce -- from 4 percent to 4.5 percent. Between 1982 and 1983 the increase was less than a tenth of a percent.

---

[1]The projections in the studies for each of the last six years assume that the percentage of minority journalists in the newspapers which did not participate in the study is equal to the percentage in the newspapers which did. This may not be the case. There are 1,710 daily general circulation newspapers according to preliminary 1983 figures released by the Editor and Publisher Yearbook.

The newspaper industry remains largely segregated. Ninety-seven percent of all newspaper news executives are white. Ninety-six percent of all copy editors are white, as are 94 percent of all reporters and 92 percent of all photographers and artists.

Of the newspapers that do employ minority professionals in their newsrooms, an analysis by circulation category indicates gains continue to be made in papers with circulations under 25,000, but newspapers in the 25,000 to 100,000 category showed a decline for the first time.

PERCENTAGE OF NEWSPAPERS IN SEVEN CIRCULATION CATEGORIES EMPLOYING MINORITY JOURNALISTS, 1978, 1981, 1982, 1983

	1978	1981	1982	1983
Over 500,000	100%	100%	100%	100%
250,000 to 500,000	100	100	100	100
100,000 to 250,000	100	100	100	100
50,000 to 100,000	77	87	89	87
25,000 to 50,000	46	59	60	57
10,000 to 25,000	23	32	35	37
Under 10,000	12	14	14	16

1981 was the first year since the annual survey began that showed a shift towards the majority of minority journalists working at newspapers with a circulation of under 100,000. While this continues to be the case, a levelling trend seemed evident in this year's returns.

PERCENTAGE OF MINORITY JOURNALISTS WORKING FOR NEWSPAPERS WITH CIRCULATIONS ABOVE AND BELOW 100,000, 1978, 1981, 1983

	1978	1981	1983
Over 100,000	57%	46%	49%
Under 100,000	43%	54%	51%

Newspapers with a circulation of under 100,000 are important bacause they contain the majority of job slots in the newspaper industry and it is at such newspapers that most persons begin their newspaper career.

PERCENTAGE DISTRIBUTION OF WHITES AND MINORITIES BY CIRCULATION CATEGORY 1981 and 1983

	WHITE		MINORITY	
	1981	1983	1981	1983
Over 500,000	6%	9%	10%	15%
250,000 to 500,000	8	8	13	12
100,000 to 250,000	19	20	23	22
50,000 to 100,000	18	18	20	20
25,000 to 50,000	19	18	16	11
10,000 to 25,000	19	17	14	13
5,000 to 10,000	8	8	4	5
Under 5,000	3	2	1	2
	100%	100%	101%[2]	100%

A study of minority journalists as a percentage of the total professional newsroom workforce in various circulation categories shows that the only two circulation categories that have consistently shown upward growth are the 5,000 to 10,000 category and the over 500,000 category. However the over 500,000 category has not yet reached the double digit category, eventhough many of the communities served by those papers have large minority populations.

MINORITY JOURNALISTS AS A PERCENTAGE OF THE PROFESSIONAL WORKFORCE OF NEWSPAPERS IN EIGHT CIRCULATION CATEGORIES, 1980, 1981, 1982, 1983

	1980	1981	1982	1983
Over 500,000	7.2%	8.8%	9.2%	9.4%
250,000 to 500,000	6.4	8.4	7.8	7.8
100,000 to 250,000	6.3	6.4	6.5	6.0
50,000 to 100,000	5.6	5.8	4.0	6.3
25,000 to 50,000	4.2	4.4	4.6	3.4
10,000 to 25,000	3.1	3.8	1.9	4.4
5,000 to 10,000	2.4	2.7	3.6	3.7
Under 5,000	2.8	2.3	5.5	3.8

There was practially no change in the distribution of minorities in the workforce according to job category. As in the past, minorities are under-represented on the copy desk and in the decision-making news executive category.

[2]Columns may not total 100 percent because of the rounding off of fractions.

PERCENTAGE DISTRIBUTION OF WHITES AND MINORITIES AMONG JOB CATEGORIES, 1978, 1981, 1982, 1983

WHITES

	1978	1981	1982	1983
Reporters	54%	55%	53%	52%
Photographers/artists	10	10	11	11
Copy desk	23	20	20	20
News executives	13	16	17	17

MINORITIES

	1978	1981	1982	1983
Reporters	67%	64%	63%	61%
Photographers/artists	13	14	15	15
Copy desk	16	15	15	15
News executives	4	6	8	8

MINORITY EMPLOYMENT IN DAILY NEWSPAPERS
PROJECTIONS BASED ON RESPONSES TO ANNUAL EMPLOYMENT SURVEY

	Total Workforce	Minorities in Workforce	%Minorities in Workforce	Rate of Increase Minorities in Workforce
1978	43,000	1,700	4 %	-----
1979	45,000	1,900	4.5%	+ .5%
1980	47,000	2,300	4.95%	+ .45%
1981	45,500	2,400	5.3%	+ .35%
1982	49,000	2,700	5.5%	+ .2%
1983	50,000	2,800	5.6%	+ .1%

This study of the employment of whites and minorities who work as newsroom professionals at daily newspapers is prepared annually for the American Society of Newspaper Editors by the Frank E. Gannett Urban Journalism Center at the Medill School of Journalism, Northwestern University.

1982-83 ASNE MINORITY PROFESSIONAL-IN-RESIDENCE PROGRAM

The ASNE Minority Professional-In-Residence Program was created in 1980 to make it possible for large numbers of minority journalists to go into college classrooms to share their professional experience with students, to serve as positive role-models for minority and white students, and to get the message out to students that the industry is interested in them. What follows is a listing of newspapers, journalists and schools who volunteered or participated in the program this year.

Newspaper	Journalist	Title	School
Chicago Tribune	George Delama	Latin Amer. corresp.	Univ. of Texas (El Paso)
Chicago Tribune	Leanita McClain	Editorial writer	Northern Illinois Univ.
Chicago Tribune	Ruby Scott	Ass't Sunday editor	Tougaloo College (MS)
Detroit Free Press	Ben Johnson	Reporter	Tennessee State Univ.
Detroit Free Press	Larry Olmstead	Ass't city editor	Jackson State Univ.
Detroit Free Press	Susan Watson	City editor	Univ. of Mississippi
Gannett News Service	Jay Harris	National corresp.	Florida A & M Univ.
Journal-Bulletin (RI)	Glenda Buell	Reporter	
Journal-Bulletin	Jeanne Edwards	Reporter	Univ. of Texas (El Paso)
Journal & Consti. (GA)	Chet Fuller	Reporter	Tougaloo College
Journal & Consti.	Alexis Reeves	Ass't Sunday editor	Florida A & M Univ.
Milwaukee Sentinel	Ira Jean Hadnot	Ass't editor, TREND	Drake University
News & Sun Sentinel (FL)	Humberto Cruz	Editor, NORTH Mag.	Univ. of Miami
Record-Journal (CT)	To be named		
St. Petersburg Times	Peggy Peterman	Reporter	Jackson State Univ.
Sun-Times (Chicago)	John White	Photographer	Norfolk State Univ.
Sun-Times	Lillian Williams	Reporter	Eastern Illinois Univ.
Sun-Times	Don Wycliff	Reporter	Jackson State Univ.
The Bakersfield Calif.	Eldredge McCready	Sports reporter	
The Cincinnati Enquirer	James Parks	Ass't metro editor	Alcorn State Univ. (MS)
The Courier-Journal (KY)	Angela Dodson	Copy editor	Univ. of NC (Chapel Hill)
The Daily News (WA)	Marlon Villa	Reporter	
The Dallas Morning News	Debra Martine	Reporter	Oklahoma State Univ.
The Dallas Morning News	Norma Wade	Reporter	Jackson State Univ.
The Detroit News	Chauncey Bailey	Reporter	Southern Univ. (N Orleans)
The Detroit News	Luther Keith	Ass't news editor	
The Hartford Courant	Clemson Muniz-Smith	Sports reporter	
The Hartford Courant	Claire Smith	Sports reporter	
The Home News (NJ)	Charles Johnson	Ass't managing editor	Virginia Union Univ.
The Ithaca Journal	Pam Johnson	Publisher	Florida A & M Univ.
The Journal-Gazette	Gail Grieser	Sports writer	
The Louisville Times	Milford Reid	Copy editor	Clark College
The Miami Herald	To be named		
The Modesto Bee	Jack Doo	Reporter	
The Modesto Bee	John Esparza	Reporter	Humboldt College (CA)
The Modesto Bee	Debbie Noda	Photographer	
The Modesto Bee	Art Thompson	Sports writer	
The New York Times	Paul Delaney	Deputy natl. editor	Univ. of NC (Chapel Hill)
The New York Times	Ken Noble	Correspondent	Univ. of Florida
The New York Times	Reginald Stuart	Correspondent	Tougaloo College
The News & Courier (SC)	Shirley Greene	Reporter	N. Carolina A & T St. Univ
The Oregonian	Millie Alesko	Editor, LIFESTYLE	
The Oregonian	Peter McConnell	Staff writer	
The Oregonian	Alan Ota	Staff writer	
The Oregonian	Linda Williams	Staff writer	

Newspaper	Journalist	Title	School
The Philadelphia Inq.	Charles Fancher	Ass't. foreign editor	Hampton Institute (VA)
The Philadelphia Inq.	Phillip Dixon	Ass't. city editor	Norfolk State Univ.
The Philadelphia Inq.	Acel Moore	Associate editor	Clark College
The Plain Dealer (OH)	Robert McGruder	Managing editor/news	Norfolk State Univ.
The Plain Dealer (OH)	Gregory Moore	State editor	Indiana Univ. of PA
The Tennessean	Gloria Ballard	Fashion editor	Cheyney State College (PA)
The Tennessean	Gloria Ballard	Fashion editor	Univ. of Tennessee
The Tennessean	C. W. Johnson	Makeup editor	Cheyney State College
The Tennessean	C. W. Johnson	Makeup editor	Memphis State Univ.
The Tennessean	Dwight Lewis	Reporter	Cheyney State College
The Tennessean	Dwight Lewis	Reporter	Univ. of Tennessee
The Wall Street Journal	Addie Rimmer	Copy editor	N. Carolina A & T St. Univ
The Washington Post	Milton Coleman	National reporter	Univ. of Mississippi
The Washington Post	Athelia Knight	Investigative reporter	Winston-Salem St. Univ.
The Washington Post	Tom Morgan	Ass't. city editor	Bowie State College (MD)
The Washington Post	Jackie Trescott	Reporter, STYLE	Bowie State College (MD)

The following newspapers and schools participated in the program during the first two years:

Newspapers	Schools
Detroit Free Press	Clark College (Atlanta)
Milwaukee Sentinel	Florida A & M Univ.
Newsday	Grambling St. Univ. (LA)
Oregon Journal	Memphis State Univ.
Pittsburgh Post Gazette	Norfolk State Univ.
Press-Enterprise (CA)	NC A & T State Univ.
Richmond Times-Dispatch	Northern Arizona Univ.
Shreveport Journal	Ohio State Univ.
St. Louis Globe-Democrat	Prairie View A & M Univ.
St. Petersburg Times	Southern Illinois Univ.
The Cincinnati Enquirer	Tougaloo College (MS)
The Courier-Journal (KY)	Univ. of Florida
The Louisville Times	Univ. of NC (Chapel Hill)
The Miami Herald	Univ. of Oregon
The Milwaukee Journal	Univ. of Tennessee
The News Journal (DE)	Univ. of Wisc. (Eau Clair)
The Philadelphia Inquirer	

1983 ASNE MINI-SABBATICAL FOR MINORITY JOURNALISM FACULTY MEMBERS PROGRAM

The ASNE Mini-Sabbatical for Minority Journalism Faculty Members Program is designed to increase the number of minority journalism instructors with professional newsroom experience. It is also intended to build new ties and avenues of communications between schools and departments of journalism and communications and newspapers. A total of twenty persons participated in the first three years of the program. What follows is a listing of newspapers who have volunteers to participate in the program this year as well as a partial listing of the faculty members who will be involved.

Newspaper	Instructor	School
Albuquerque Tribune		
Journal & Constitution (GA)	Larry Still	Howard University
Chicago Tribune	Sam Adams	The University of Kansas
Democrat & Chronicle (NY)		
Fort Lauderdale News		
Newsday	Charlene Middleton	N. Carolina A & T St. Univ.
Ogden Standard-Examiner (UT)		
Pueblo Star-Journal (CO)		
St. Petersburg Times	B. N. Shaw	Jackson State University
Seattle Post Intelligencer		
Star-News (CA)	Felix Gutierrez	Univ. of Southern Calif.
Sun-Times (Chicago)		
The Boston Globe		
The Bakersfield Californian	Wondalee Fontenot	Southern Univ. (N. Orleans)
The Cincinnati Post		
The Clarion-Ledger (MS)	Lela Davis	Jackson State University
The Daily Journal (IL)		
The Daily News (WA)		
The Dallas Morning News	Lynnette Shelton	Tougaloo College (MS)
The Des Moines Register		
The Detroit News	Charles Simmons	Howard University
The Enterprise Sun & News (CA)		
The Hartford Courant		
The Journal-Gazette (IN)		
The Knoxville Journal	Kenneth Jones	Rust College (MS)
The Miami Herald		
The News (MA)		
The News & Courier (SC)	Ernest Parbhoo	Lincoln University (MO)
The Oregonian		
The Patriot Ledger (MA)		
The Springfield News & Ledger (MO)		
The Tennessean	Harriette Insignares	Tennessee State Univ.
The Tennessee Banner	Karen Brown	Tennessee State Univ.
	Marilyn Foxworth	University of Tennessee
Today (FL)	Sandra Davis	Savannah State Univ.
United Press International		
The Wall Street Journal		
The Washington Post	Joe Ritchie	Hampton Institute (VA)

MINI-SABBATICAL FOR MINORITY JOURNALISM FACULTY MEMBERS PROGRAM
AMERICAN SOCIETY OF NEWSPAPER EDITORS

Summer 1980

Earl Clanton	Norfolk State University (VA)	Milwaukee Sentinel
Thelma Gorham	Florida A & M University	Tallahassee Democrat
Pam Johnson	Norfolk State University	The Patriot Ledger (Quincy, M.
James Saunders	Lincoln University (MO)	The Detroit News
Lawrence Still	Howard University (DC)	St. Louis Globe Democrat

Summer 1981

Harry Amana	Univ. N. Carolina (Chapel Hill)	Detroit Free Press
Carl Burrowes	Hampton Institute (VA)	The Milwaukee Journal
Allen Johnson	N. Carolina Central University	The Denver Post
Robert Jones	Howard University	The Charlotte News

Summer 1982

Ernest Boynton	The City College (New York)	Newsday
Velma Brown	Alcorn State University (MS)	The Cincinnati Enquirer
Ken Campbell	N. Carolina A & T St. Univ.	St. Petersburg Times Evening Independent
Lela Davis	Jackson State University (MS)	Chicago Tribune
Harriette Insignares	Tennessee State University	The Tennessean (Nashville)
Reginald Jarrell	Alcorn State University	Clarion-Ledger (Jackson, MS)
James McJunkins	Clark College (Atlanta)	The Advocate (Stamford, CT)
Ernest Parbhoo	Lincoln University (MO)	The Bradenton Herald (FL)
Charlene Regester	N. Carolina A & T St. Univ.	The Greensboro Record
Carolyn Russell	Wayne Co. Comm. College (MI)	Detroit Free Press
Judi Mason-Williams	Southern University (LA)	The Philadelphia Inquirer

AMERICAN SOCIETY OF NEWSPAPER EDITORS
COMMITTEE ON MINORITIES

BREAKFAST FOR BLACK COLLEGE JOURNALISM EDUCATORS
LIST OF PARTICIPANTS

Mr. Neil Alperstein
Bowie State College
Bowie, Maryland

Dr. Lionel Barrow
Howard University
Washington, D.C.

Mr. Archibald Benson
Virginia Union University
Richmond, Virginia

Dr. Elaine Bourne-Heath
Bowie State College
Bowie, Maryland

Dr. Karen R. Brown
Tennessee State University
Nashville, Tennessee

Ms. Velma Brown
Alcorn State University
Lorman, Mississippi

Mr. Ken Campbell
North Carolina A & T State
Greensboro, North Carolina

Ms. Sandra Davis
Savannah State College
Savannah, Georgia

Dr. Millard Eiland
Prairie View A & M University
Prairie View, Texas

Ms. Wondalee Fontenot
Southern University
New Orleans, Louisiana

Ms. Augusta Gadson
Grambling State University
Grambling, Louisiana

Mr. Joseph Gathings
University of D.C.
Washington, D.C.

Dr. Hayward Handy
Alabama A & M University
Normal, Alabama

Dr. Elayne Hayes
Jackson State University
Jackson, Mississippi

Dr. Harold Hayes
Benedict College
Columbia, South Carolina

Dr. Phil Jeter
North Carolina A & T State
Greensboro, North Carolina

Dr. John Jones
Rust College
Holly Springs, Mississippi

Mr. Kenneth Jones
Rust College
Holly Springs, Mississippi

Dr. Lawrence Kaggwa
Howard University
Washington, D.C.

Dr. Allan Kennedy
Morgan State University
Baltimore, Maryland

Ms. Marlen Livezey
Cheyney State College
Cheyney, Pennsylvania

Mr. James McJunkins
Clark College
Atlanta, Georgia

Dr. Carlton Molette
Texas Southern University
Houston, Texas

Dr. Richard Moore
North Carolina A & T State
Greensboro, North Carolina

Ms. Rosemarie Mundy-Shephard
Albany State College
Albany, Georgia

Ms. Ethyl Payne
Fisk University
Nashville, Tennessee

Mr. Willard Pitts
Langston University
Langston, Oklahoma

Mr. Joe Ritchie
Hampton Institute
Hampton, Virginia

Mr. Robert Ruggles
Florida A & M University
Tallahassee, Florida

Dr. Brenda Shaw
North Carolina Central
Durham, North Carolina

Ms. Lynnette Shelton
Tougaloo College
Tougaloo, Mississippi

Mr. Jacob Simms
Norfolk State University
Norfolk, Virginia

Dr. Lenora Stephens
Clark College
Atlanta, Georgia

Mr. Larry Still
Howard University
Washington, D.C.

Mr. William Taylor
Bowie State College
Bowie, Maryland

Mr. Adele Tyre
Harris-Stowe State College
St. Louis, Missouri

Dr. Henry Wiggins
Southern University
Baton Rouge, Louisiana

THINKING ABOUT A NEWSPAPER CAREER ?

ARE YOU the sort of Freshman or Sophomore who likes to ask questions?
ARE YOU the sort of person who wants to know what's really going on around you?
DO YOU like to write and read?
AND will you be looking for a job this summer?
If your answer to these questions is YES, then the American Society of Newspaper Editors would like for you to apply for a summer job. The idea is to get you interested in a career in journalism.
NEWSPAPERS are looking for minority students who have an interest in becoming tomorrow's journalists.

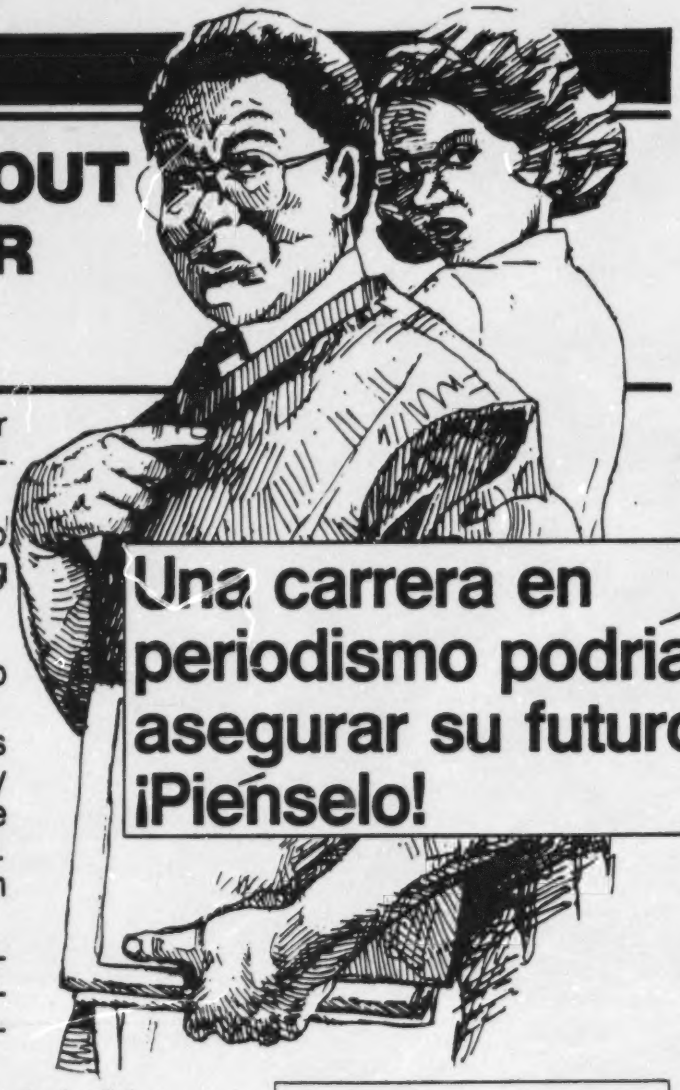
If you would like to be considered, do this:

1. Fill out the form on this page.
2. Write us a one-page letter describing yourself and telling us what you want to do with your life.
3. Send both the form and the letter to
   The ASNE FOCUS program
   8631 Chapel Drive
   Annandale, Va. 22003

AMERICAN SOCIETY OF NEWSPAPER EDITORS ASNE

NAME _____ AGE _____
SCHOOL _____ GRADE POINT AVERAGE _____
SCHOOL ADDRESS _____ SCHOOL PHONE _____
_____
HOME ADDRESS _____ HOME PHONE _____
_____
In what city do you intend to spend the summer? _____ Who is your favorite teacher ? _____

THINKING ABOUT A NEWSPAPER CAREER ?



ARE YOU the sort of Freshman or Sophomore who likes to ask questions?
ARE YOU the sort of person who wants to know what's really going on around you?
DO YOU like to write and read?
AND will you be looking for a job this summer?
If your answer to these questions is YES, then the American Society of Newspaper Editors would like for you to apply for a summer job. The idea is to get you interested in a career in journalism.
NEWSPAPERS are looking for minority students who have an interest in becoming tomorrow's journalists.

Una carrera en periodismo podría asegurar su futuro. ¡Pienselo!

If you would like to be considered do this:

1. Fill out the form on this page.
2. Write us a one-page letter describing yourself and telling us what you want to do with your life.
3. Send both the form and the letter to
   The ASNE FOCUS program
   8631 Chapel Drive
   Annandale, Va. 22003

AMERICAN SOCIETY OF NEWSPAPER EDITORS

NAME _____ **AGE** _____
SCHOOL _____ **GRADE POINT AVERAGE** _____
SCHOOL ADDRESS _____ **SCHOOL PHONE** _____
_____ **Zip** _____
HOME ADDRESS _____ **HOME PHONE** _____
_____ **Zip** _____
In what city do you intend to spend the summer? _____ **Who is your favorite teacher ?** _____